RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

May 15, 1997

RJR Account #094931
Mr. E. Bush
MID-VALLEY CANDY

JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727

Dear Ed:

Regular *DORAL* product has been ordered (see quantities listed below), as well as 25 SKUs of Doral Flashlights (Item #527813) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC #	DORAL STYLE	#/ (6M) Cases
12300-84006	*FF Box*	1
12300-22081	*FF Box 100*	1
12300-84106	*LT Box*	1
12300-22084	*LT Box 100*	1

Product / Premium Arrival:	June 23, 1997
Ship Date to Retail:	Week of: June 30, 1997
Lighters: (Item #527813)	
SKU CUBE:	2.5280
SKU WT (w/o Product):	10.6200 lbs
Retail Sales Offer per Sku:	20 units
Billing per Sku:	4 Savings Cartons
EFT $ Amount:	$1,109.26
Non-EFT $ Amount:	$N/A

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Source: https://www.industrydocuments.ucsf.edu/docs/hkvn0000

Promotion Description: Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$49.00 (1.75 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
Enc. Wholesaler Packing Instructions
Retail Customer List

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 094931 MID-VALLEY CANDY COMPANY <DIRECT>
TEMPLATE : 700727 70700 DOR FLASHLIGHT
TEMPLATE SEQ : 0010
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162224	185497	BLUHMS GROCERY	RT 6	LACEYVILLE	PA	18623	1				(717)869-1287
162209	162222	665462	APLUS	1218 O'NEIL HWY	DUNMORE	PA	18512	1		0362-0101		(717)961-5542
162209	162222	667469	CONVENIENT FOOD	899 DAVIS ST	SCRANTON	PA	18505	1				(717)587-3644
162209	162223	673294	ONE STOP TOB SHOP	725 S MAIN AVE	SCRANTON	PA	18504	3				(717)343-3393
162209	162223	735459	CONVENIENT FOOD MAR	#3020	SCRANTON	PA	18504	1				(717)342-0372
162209	162223	750607	CONVENIENT FOOD MAR	1502 JACKSON ST	SCRANTON	PA	18504	1				(717)342-0373
162209	162223	777531	SCHIFF'S BEVERAGE	3380 N MAIN AVE	SCRANTON	PA	18508	1				(717)343-1237
173806	173820	664252	BRENNANS TRUCK PLAZ	RT. 339 AND I 80	MIFFLINVILLE	PA	18631	1				(717)759-0695
162204	162224	549827	MARTYS MARKET	PO BOX 238	MESHOPPEN	PA	18630	1				(717)833-5494
162204	162223	682622	ABC MARKET	507 MAIN STREET	FOREST CITY	PA	18421	1				(717)785-3553
162204	162223	706820	CONVENIENT FOOD MAR	330 NORTHERN BLVD	CHINCHILLA	PA	18410	1				(717)586-3406
162204	162223	735443	MR B'S TOBACCO SHOP	58 SALEM AVE	CARBONDALE	PA	18407	1				(717)281-9199
162204	162223	776478	CONVENIENT FOOD MAR	HIGHLAND AVE	CLARKS SUMMIT	PA	18411	1				(717)587-2334
162209	162222	184184	LEWIS MKT	RT 390	MOUNTAINHOME	PA	18342	1				(717)595-7161
162209	162221	184478	SCHRECKS MARKET	1501 N 5TH ST	STROUDSBURG	PA	18360	1				(717)421-7580
162209	162222	185679	MADZINS MARKET	527 PROSPECT AVE	SCRANTON	PA	18505	1				(717)343-8991
162209	162222	185685	RICCARDOS MARKET	617 3RD ST	DUNMORE	PA	18512	1				(717)342-1214
162209		185916	SCOTTS STORE	801 MULBERRY ST	SCRANTON	PA	18503	1				(717)342-7472
162209	162223	237497	C-PLUS MINI MART	202 BETTY ST	EYNON	PA	18403	1		0108-0000		(717)876-6410
162209	162223	471168	APLUS MINI MART	1227 S MAIN AVE	SCRANTON	PA	18504	1				(717)344-4001
162209	162221	577211	STROUDSBURG EXXON	100 MC CONNEL ST	STROUDSBURG	PA	18360	1				(717)424-8225
162209	162222	633853	CONVENIENT FOOD 302	340 W MARKET ST	SCRANTON	PA	18508	1				(717)969-7555
162209	162221	657095	LAUREL BEVERAGE INC	830 MONROE ST	STROUDSBURG	PA	18360	1				(717)421-2091

PAGE BREAK TOTAL ACCOUNTS 23 TOTAL QUANTITY 25

TEMPLATE TOTAL ACCOUNTS 23 TOTAL QUANTITY 25

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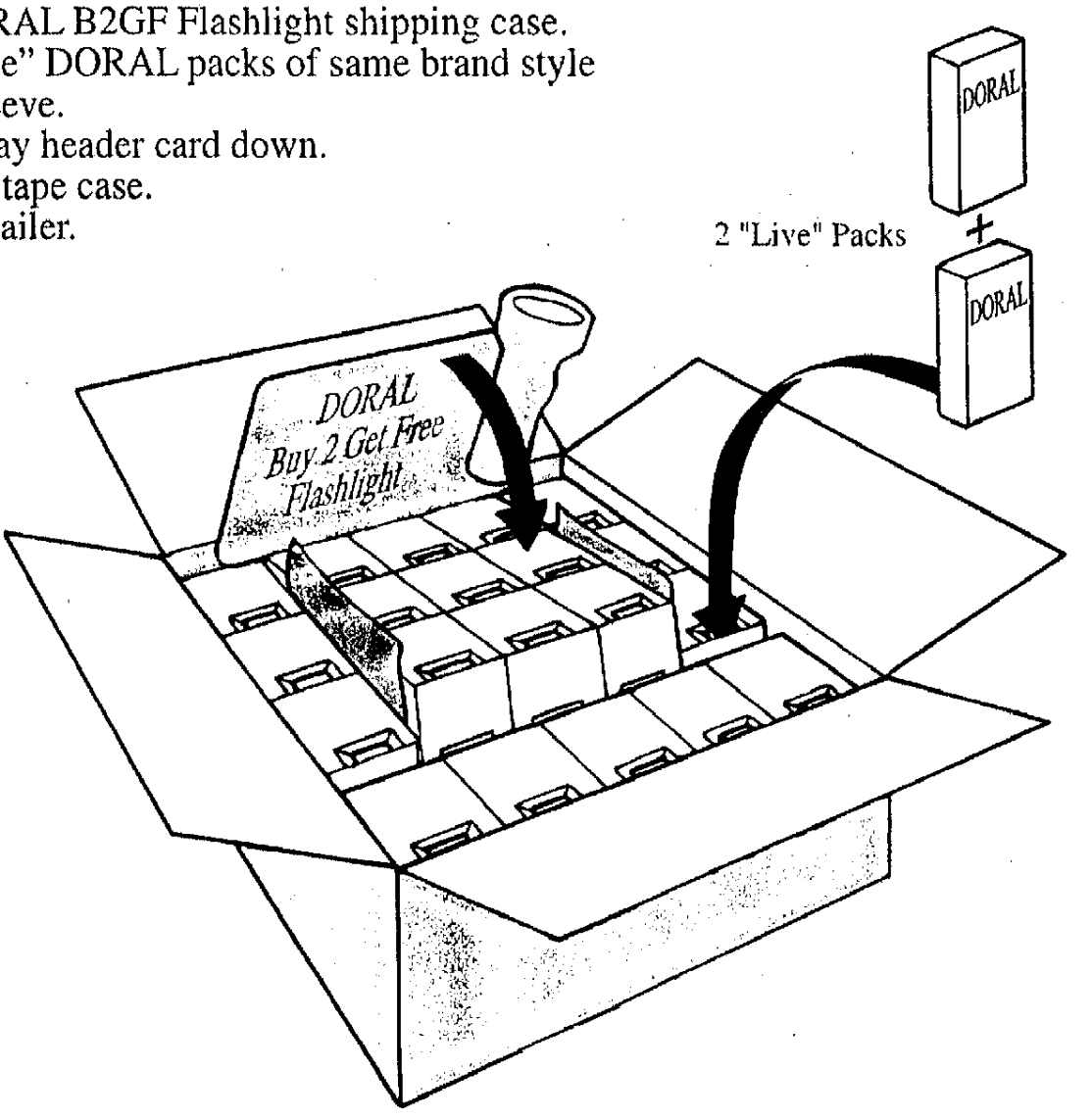
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS - 3RD QTR.'97

July DORAL B2GF Flashlight

STEPS

1. Open DORAL B2GF Flashlight shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 527813
Description: DORAL B2GF Flashlight Display/POS Kit

Brand Style	ff BOX	ff BOX 100	LT BOX	LT BOX 100		
Number of Cartons	1	1	1	1		

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT 07/10/97

ACCOUNT NUMBER: 094931
VOUCHER NUMBER: 15360193
DATE WRITTEN: 07/10/97
STATUS: PAID
AMOUNT PAID: 49.00

MID-VALLEY CANDY
900 LILLIBRIDGE ST
PECKVILLE , PA 18452

SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	1.75	49.00

EXPLANATION: JULY: DORAL B2GF FLASHLIGHT/#700727/J. MCLEAN

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